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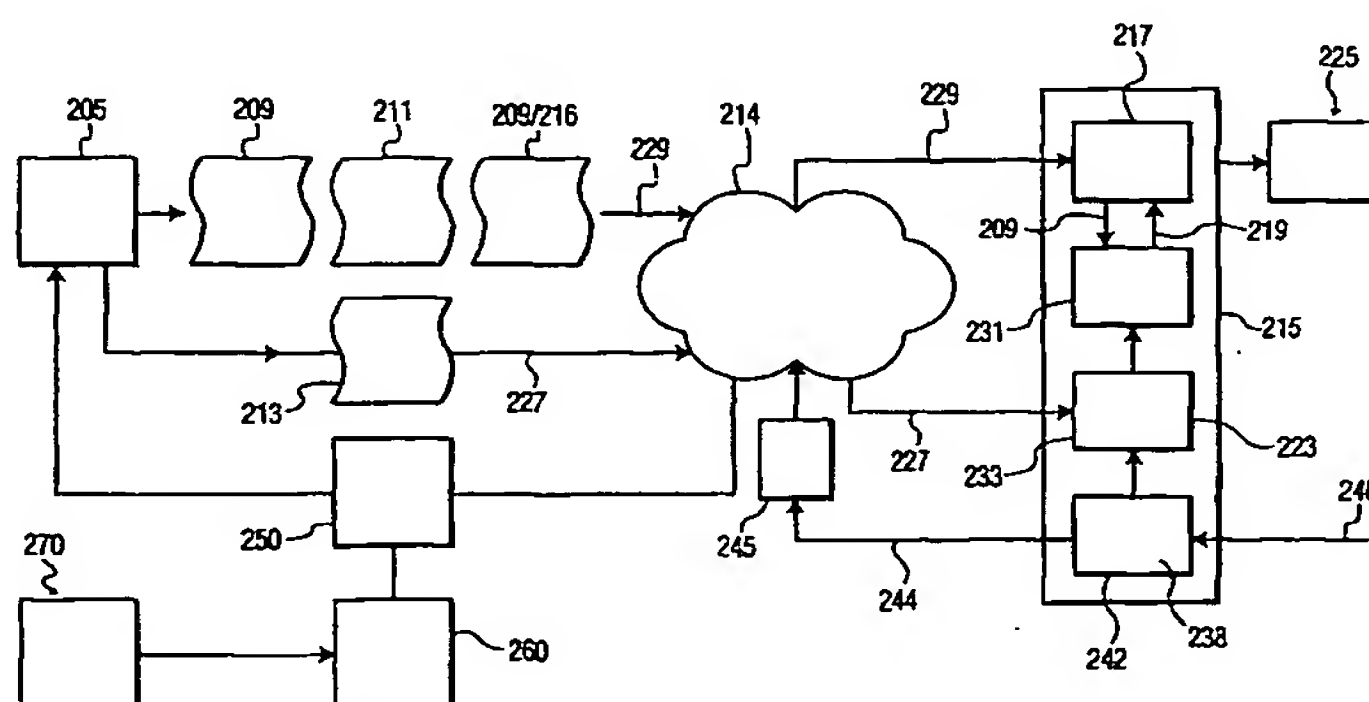
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(54) Title: **BROADCAST CONDITIONAL ACCESS SYSTEM WITH IMPULSE PURCHASE CAPABILITY IN A TWO-WAY NETWORK**



(57) Abstract: The invention relates generally to an apparatus and a method for securing impulse program purchases from conditional access network broadcast systems. The invention include providing entitlement codes to a set top boxe having security modules, located at a customer's corresponding program listening and viewing system. A customer desiring to makes an impulse purchase communicates the request to a broadcast system. In one embodiment of the invention, a message from the customer's access device transmits to a broadcast system's headend to indicate the desired purchase. In response to receiving an impulse purchase signal, the headend creates and sends an authorization code that thereafter authorizes the set top box to decode the impulse purchased program when it is received. The authorization code for a given impulse purchased program is only transmitted to set top boxes that actually purchase the program in contrast to the prior art system, where the decryption codes for impulse purchases are pre loaded into the security module before the event is purchased. The invention also generates data required for a billing record and transmits this data to a billing center.



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